

**APPLY IN PERSON:**

Employment Information Center (M-W-F ONLY)  
Civic Center Plaza - 1200 3<sup>rd</sup> Avenue, Suite 101-A,  
San Diego, CA 92101

**INTERNET:** www.sandiego.gov/empopp

**APPLY BY MAIL TO:**

JOBS - City of San Diego Personnel Department  
1200 3<sup>rd</sup> Avenue, Suite 300, San Diego, CA 92101-4107  
**24 Hour JOBLINE:** (619) 682-1011

**CITY OF SAN DIEGO  
EMPLOYMENT OPPORTUNITY**

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**#T2626 PUBLIC INFORMATION OFFICER  
MONTHLY SALARY: \$3499 to \$4239**

**#T2627 SENIOR PUBLIC INFORMATION OFFICER  
MONTHLY SALARY: \$4346 to \$5253**

**#T2628 SUPERVISING PUBLIC INFORMATION OFFICER  
MONTHLY SALARY: \$4773 to \$5769**

**APPLICATION FILING PERIOD: FIRST DATE: October 21, 2005**

**LAST DATE: November 9, 2005**

Applications received later than 5:00 p.m. on the last date to apply will be rejected. Please apply promptly since vacancies may be filled as soon as sufficient numbers of applicants have been processed. Future application filing periods may be announced.

**REQUIREMENTS:** For each position, you must meet the requirement(s) listed below on the date you apply, unless otherwise indicated.

**EDUCATION: (Proof of graduation showing degree awarded or transcripts must be submitted with your application.)** Bachelor's Degree or equivalent education (i.e., minimum completed units = 120 semester / 180 quarter).

**AND**

**EXPERIENCE:**

**PUBLIC INFORMATION OFFICER** requires one year of qualifying full-time PROFESSIONAL public relations, media relations, journalism, and/or advertising information experience.

**SENIOR PUBLIC INFORMATION OFFICER** requires three years of qualifying full-time PROFESSIONAL public relations, media relations, journalism, and/or advertising information experience.

**SUPERVISING PUBLIC INFORMATION OFFICER** requires four years of qualifying full-time PROFESSIONAL public relations, media relations, journalism, and/or advertising information experience.

**QUALIFYING EXPERIENCE MUST INCLUDE AT LEAST ONE OF THE FOLLOWING:**

- Professional **public relations** experience, with emphasis on: writing and media usage; news releases; media relations; print and electronic communications production; multi-media techniques; speeches; audio-visual presentations; and special events.
- Professional **media relations** experience in cable, film, radio, television, and telecommunications management, with emphasis on: audience analysis; advertising; writing and editing; and research and programming.
- Professional **journalism** experience, with emphasis on: news writing and editing for the mass media; news production; and planning, investigating and writing articles for specialized and/or general publications.
- Professional **advertising** experience, with emphasis on: art, copy and creation of advertisements for broadcast, print, and interactive electronic media.

**NOTE:** Clerical experience of any kind or experience providing information to the public is **NOT** qualifying for this position.

**LICENSE:** A valid California Class C Driver's License is **required at the time of hire.**

**HIGHLY DESIRABLE:**

- Bilingual communication skills for all positions.
- Lead/supervisory experience for **Senior Public Information Officer** and **Supervising Public Information Officer.**

**DUTIES: Public Information Officers and Senior Public Information Officers** may perform any or all of the following duties: develop, coordinate, and interpret the results of customer surveys to identify public perceptions; develop target public relations campaigns in support of ongoing projects or activities; write, edit, prepare, and distribute advisories and news releases for newspapers, television, radio, the City of San Diego web page, bulletins, newsletters, pamphlets, brochures, posters, and handouts to inform the public and employees of department services and activities; ensure proper, timely, and regular information dissemination to the City Council, City Manager's Office, department management, community groups, and business owners regarding any planned or emergency activities or projects; develop written reports and visual media in support of presentations before Council, community groups, etc.; schedule, coordinate, and participate in public outreach efforts such as community meetings and targeted educational programs; establish and maintain a public information hotline; coordinate work with graphic design production staff; arrange for photographic work for departmental and publicity purposes; act as a resource and liaison person with the mass media and other departments and agencies; prepare and deliver speeches; investigate citizens' complaints and assist in their resolution; plan events; conduct tours of department facilities; and perform other duties as may be assigned.

**Senior Public Information Officers** are also responsible for the more sensitive or highly complex public information programs. Additional duties include: advising department management on complex public information issues and assisting in departmental strategic planning efforts; facilitating public meetings or utilizing alternative dispute resolution techniques to solve problems; and leading/supervising the work of subordinate staff, including graphic design staff and outside consultants or contractors.

**Supervising Public Information Officers** supervise and direct professional staff, including public relations contractors, in the planning, development and implementation of community outreach, marketing, and public relations programs for City departments; organize and coordinate public events and informational meetings; make presentations to community organizations and community focus and advisory groups; develop politically sensitive or otherwise important presentations to City Council and other local, state, and federal agencies; represent City departments and programs at local, state and national forums; act as a liaison to local, state and national media; advise department management on complex public information issues and participate in strategic planning processes; utilize conflict resolution strategies to solve potentially high-profile or sensitive issues between the City and the public; facilitate key public meetings and focus/advisory group meetings; oversee management of databases, web pages, desktop publishing, and other advanced computer-related functions critical to City communications; coordinate and manage public relations contracts and outside consultant staff; and perform other complex or sensitive public relations duties.

**HOW TO APPLY:** Submit a completed **DATA ENTRY FORM** and **APPLICATION/SUPPLEMENT (the original and ONE copy, including any attachments)** for the position(s). Please check all positions listed on your application for which you want to apply. On the Data Entry Form you should record only one position; any additional positions you have checked on your application will be automatically added to your file. Your Application/Supplement will be made available to the hiring department(s). Please submit requested materials only.

**THE SCREENING PROCESS** will consist of a comprehensive evaluation of the **Application/Supplement** for applicable education, experience, and/or training. Only those applicants whose qualifications most closely relate to the position requirements will be placed on the eligible list(s).

**ELIGIBLE LIST:** Separate eligible lists will be established for **Public Information Officer; Senior Public Information Officer; and Supervising Public Information Officer**. Candidates who are successful in the screening process described above will be placed on the respective **one category** eligible list(s) which will be used to fill position vacancies during the next **one year**. For each vacancy, only those candidates with the most appropriate qualifications will be contacted by the hiring department for an interview.

**PRE-EMPLOYMENT REQUIREMENTS:** Any employment offer is **conditional** pending the results of all pre-employment screening processes required for the job, which may include, but are not limited to the following: confirmation of citizenship/legal right to work in the United States; completion of a pre-employment medical review/exam (which may include drug/alcohol testing); reference checks; and a fingerprint check. The fingerprints will be submitted to the California Department of Justice for a conviction record report. All of these processes must be successfully completed before employment begins. **Note:** Misrepresentation, falsification, or omission of pertinent facts in any step of the screening/selection process may be cause for disqualification or termination of employment.

PAD/October 21, 2005/Classes: 1777; 1871; 1940

**THE CITY OF SAN DIEGO PERSONNEL DEPARTMENT • "WORKING HARD TO KEEP SAN DIEGO WORKING"**

The City of San Diego has an active Equal Opportunity Program and vigorously supports workplace diversity. Applicants with disabilities who require testing accommodations may call (619) 236-6358. To obtain this information in alternative formats, persons with disabilities may call (619) 236-6467 or for TT (619) 236-6776.

# APPLICANT INFORMATION

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## APPLICATION INFORMATION

Application materials must be received at the Employment Information Center NO LATER THAN 5:00 P.M. ON THE FINAL FILING DATE. Postmarks as proof of meeting the final filing date are not accepted. If you are returning your application via the U.S. Postal Service, you should use "Certified Mail-Return Receipt Requested" to provide verification of timely delivery. Do not send applications via interoffice mail.

1. Starting salaries will be determined by the hiring department.
2. The hiring department with a vacancy will contact and interview eligible candidates as needed. All candidates may not be contacted. The final selection and offer of employment is made by the hiring department, not the Personnel Department.
3. Unless otherwise stated, relevant experience may be substituted for education.
4. Eligible lists may be used on a periodic basis. As such, lists may not be used for several months. Eligible lists may be extended by the Civil Service Commission.
5. Examination requirements and processes may be revised.
6. Experience, education, and all other information provided by an applicant orally or in writing are subject to verification.

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**FALSIFICATION:** Any misrepresentations or false statements during or after the employment process may be cause for disqualification or dismissal from employment.

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## GENERAL REQUIREMENTS

Requirements must be met at time of application unless otherwise stated.

The minimum age for most full-time employment is 18, unless you are 17 and a high school graduate. You must have the legal right to work in the U.S. or have U.S. citizenship. Persons hired must present acceptable proof of identity and the legal right to work in the United States and the authenticity of the documents must be verified before starting work. After hire, you will be required to sign a loyalty oath and may be required to live in San Diego County.

**A CITY MEDICAL EXAMINATION** including drug screening and documentation of medical history may be conducted following a conditional offer of employment or promotion. Medical condition must enable the applicant to perform the essential duties of the position.

The City of San Diego is committed to a drug and alcohol free workplace.

**THE CITY OF SAN DIEGO SUPPORTS WORKPLACE DIVERSITY** and does not discriminate on the basis of race, sex, age, ancestry, national origin, political/religious affiliation, sexual orientation, AIDS or HIV status, cancer, or non-job related physical/mental disability. The City is committed to making its jobs, programs, and services accessible to all persons and complies with all ADA non-discrimination requirements in its employment practices.

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**A CONVICTION RECORD FORM must be submitted before hire. On it you must list all criminal convictions** you have had. A criminal record is not necessarily a basis for disqualification from City employment. Each applicant's conviction record will be evaluated on a case by case basis considering the type and seriousness of the crime, how much time has elapsed, and the nature of the job.

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## EMPLOYEE BENEFITS

City Employees may be eligible to participate in a benefit program including holidays, vacations, savings and retirement plans, health programs, and other benefits.

Benefits may change due to employer-employee contract negotiations.

## REQUIREMENTS FOR PROMOTIONAL EXAMINATIONS

1. Current City employment, or currently on a Re-employment List or Leave of Absence.
2. Six months of continuous City employment in the Classified Service immediately prior to the application closing date or, if no closing date is specified, by date of application filing (exceptions: Persons recently hired from Re-employment Lists, and employees in the Unclassified Service if the employee has six months in the Classified Service with no break in service, prior to becoming an Unclassified employee).
3. Most recent performance evaluation in your current City classification must be other than "Unsatisfactory".

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**The provisions of this bulletin do not constitute an expressed or implied contract.**

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**DIVERSITY BRINGS US ALL TOGETHER**